
Rural Village Water Resources Management Project (RVWRMP) Phase III

Internal Project Document:

Communication and Visibility Action Plan

Project Fiscal Years 04-05 (1/2019-7/2020)

Purpose of the plan

This action plan schedules and stipulates in detail the general course of 'RVWRMP III Communication and Visibility Guidelines' (from here onwards 'the Guidelines'). The objective of the document is to supplement the Guidelines by specified targets, and to provide a credible action plan to meet them for a specified time period (1/2019-7/2020).

The Guidelines document describes the Project's ways of communication and visibility about the project to the various types of relevant audiences in general terms. The Guidelines describe the objective as follows: *"the objective is to communicate about the Project results, share success stories and lessons learnt to the audiences relevant for the Project. It is also about raising awareness on the Project objectives among the beneficiaries and giving acknowledgement to the financiers."*

However, the Guidelines document does not specify exact, realistic targets, expected outcomes, responsibilities, indicators, or impacts of communication and visibility activities, nor does it include a detailed action plan to meet the objectives as required by the Project Document (p. 52). This is a gap that this document is to fill in.

The document contains respective communication and visibility strategies for the different audiences, including specified targets for communication (i.e., the expected outcomes or impact of the communication and visibility efforts). The document also describes a detailed realistic action plan with a schedule to meet with the set targets for each group of audience for the specified period of time.

Communication and visibility in RVWRMP Phase III documents

The steering documents, guidelines, and manuals of the project describe the intended ways and aims of communication in Phase III.

Project Document (PD) includes a visibility section. It describes the intended communication patterns of the project, saying: *"Communication should focus on development with the development partners (EU and Finland) as partner and on the achievements and impact of the action, not on administrative or procedural milestones"* (p. 52). This emphasizes the requirement for active and continuous interaction with the donors, as well as results and impact orientation in the communication.

The PD continues: *"The Project will produce a budgeted Communication and Visibility plan. The plan highlights the external communication activities that need to take place at key stages in the life of the action. The plan will follow the EU communication and visibility guidelines: the overall objectives of communication actions will be defined, as well as the target groups (national and international). It will further define the specific communication objectives for each target group in order to send tailored messages to the respective group. It will explain the used tools and human resources needed for the actions to take place. The communication plan will include indicators, so that monitoring the progress of the communication activities will be feasible."* However, the current Guidelines do not specify such key activities or describe monitoring indicators, but they are instead described in this document.

Project Implementation Guidelines (PIG) directs actions towards visibility by stating that *"In Phase III, special focus will be paid on visibility of the project"*. In further description, the PIG stresses that the financiers' visibility should be acknowledged; continuous collaboration with local journalists and media; and that the project will pay special attention to increase visibility at local and scheme level (PIG p. 116-

117). Awareness-raising on the cross-cutting themes of the project, particularly gender equity, social inclusion, and menstrual hygiene management, are to be emphasized in the communication (ibid. p. 117). The PIG also highlights transferring knowledge to the local levels through project MIS and website development (ibid. p.118).

Finally, the Communication and Visibility Guidelines state that the Phase III of RVWRMP is to emphasize the contribution to policy dialogue at provincial and national level more than the previous phases did. This statement indicates that the cooperation at that level should be improved from the past.

Responsibilities and progress monitoring

The implementation of this communication and visibility plan and the Guidelines falls under the coordination responsibility of SIDS. This plan describes the activity-wise support responsibilities case to case.

The progress follow up in the implementation of the communication and visibility activities of the project will be conducted through the following indicator sets:

- Implementation progress of the activities listed and scheduled in this document.
- Implementation progress of the communication and visibility activities budgeted in Annual Work Plans (AWPs).

Content of the plan

This document considers realistic, detailed modes and ways of communicating the internal knowledge products and other matters to external partners and the public. The document describes the objectives; targets; action plan details and schedule; responsibility; and indicators for follow up. The plan excludes internal communication besides direct visibility and transparency purposes; the ways and tools of internal knowledge management and development; and the project Management Information System.

This document is divided to sections as per the following types of relevant audience to the project:

1. European public and Finnish audience
2. Government of Nepal (Provinces, Central Government)
3. Municipalities
4. Beneficiaries and WUSCs; civil society and general public
5. Donors (EU, Governments of Nepal, and Finland)
6. Expert and wider donor community
7. Internal project activities

Thus the document wholly reflects, but does not strictly follow, the division of audiences in the categories that are described in the Guidelines.

1. Finnish and EU public

The objective of communication and visibility towards this audience is specified in the Guidelines:

“Accountability to tax payers” (Section 1.1.) and *“Sharing lessons learnt”* (Section 1.2.).

The targets are specified below as follows:

1. Informative materials, lessons learnt, and news describing the status, sectors, and actions of the project produced in English:
2. Informative and well-maintained project web-site

Action plan for meeting the set targets is as follows:

Target	Responsibility / resource	Schedule / frequency	Mode of communication
1 Informative project materials and news	PSU/TSU	continuous	webpage
<i>FY04:</i> <ul style="list-style-type: none"> - <i>2018 SERDEN articles online</i> - <i>Reorganise website blogs and news production – frequent releases.</i> - <i>Publishing a few project briefs</i> - <i>Initiating multiple knowledge management surveys – publishing the results when ready</i> - <i>Publishing project materials online if they are of interest to the public</i> <i>FY05:</i> <ul style="list-style-type: none"> - <i>Website blogs and news production – frequent releases.</i> - <i>Publishing a few project briefs</i> - <i>publishing survey results when ready</i> 			
2 Project web-site	Web-admin (FS)	continuous	Webpage; sharing via social media
<i>FY04: Major update of project website</i> <i>FY05: Weekly updating</i>			

Additionally, the following action can be made as per possibility:

- Participate in relevant international arenas
- publishing in various European media in English or Finnish
- FCG facebook and online entries

2. Provincial and national level

The objective of communication and visibility towards this audience is specified in the Guidelines:

“Networking, contributing to policy dialogue and exchanging information” (Section 2)

The targets are specified below as follows:

1. Organisation, participation, and visibility in relevant national and provincial seminars, workshops, conferences, and mass events for CB and policy development.
2. Close interaction and exchange of experiences with Government of Nepal partners.
3. Informative materials, lessons learnt, and news describing the status, sectors, and actions of the project produced in English: Available on the web-site and shared via social media

Action plan for meeting the set targets is as follows:

Target	Responsibility / resource	Schedule / frequency	Mode of communication
1 Event organisation and participation for province CB	PSU	Planned separately	Vis-à-vis
FY04: - NARMiN conference participation and support, Budar. (done) - Support to Province level on TS and MHM strategy implementation - Province workshop on functionality and O&M management and MHM FY05: - To be planned separately			
2 Interaction with national partners	TL/PSU	regular	Vis-à-vis
FY04-05: Regular meetings and information sharing with GoN/EU/GoF representatives			
4 Informative project modality promotion materials and news	PSU/TSU	continuous	webpage social media
See Section 1 target number 1 and Section 3 target 2.			

3. Municipalities

The project has lots of efforts with the RMs integrated to all project activities and evident in project documents. There are frequent organisation of hundreds of events by the project, and regular participation in hundreds of local events annually.

The targets for communication and visibility purpose are specified below as follows:

1. CB for RMs
2. Collaboration and handing over to RMs

Action plan for meeting the set targets is as follows:

Target	Responsibility / resource	Schedule / frequency	Mode of communication
1 CB and trainings	RMSU/TSU/PSU	regular	Vis-à-vis
FY04: <ul style="list-style-type: none"> - <i>RM material: external material procurement manual; Hello monitoring checklist for sustainability materials</i> - <i>Technical training to RM Agriculture staff</i> - <i>WSS design software training to RM engineers</i> - <i>Orientation/annual review meeting with RMPMC (TB decided?)</i> - <i>GESI training for vice Chairpersons 2 days</i> - <i>RM Accountant training</i> - <i>Functionality and sustainability conference with RMs at PSU level</i> 			
2 Other RM collaboration	PSU/TSU/RMSU	continuous	any suitable media
FY04-05: <ul style="list-style-type: none"> - <i>All finalized WUMP/LIP reports available on the website</i> - <i>Exit strategy formulation and producing a handing over package.</i> - <i>Online MIS reporting system to RM level.</i> 			

4. Beneficiaries/WUSCs; general public and civil society

The objective of communication and visibility towards this audience is specified in the Guidelines:

“Raising awareness and promoting total behaviour change” (Section 3)

The targets are specified below as follows:

1. IEC material production, distribution and good visibility in local level events
2. Media advertisements and live activities

Action plan for meeting the set targets is as follows:

Target	Responsibility / resource	Schedule / frequency	Mode of communication
1 IEC and BCC materials	RMSU/TSU/PSU	continuous	Any suitable media
<p><i>FY04:</i></p> <ul style="list-style-type: none"> - <i>Provision IEC BCC material package as per need</i> - <i>Home Garden Manuals; Cooperative manuals; Books of Accounts for 22 coops.</i> - <i>WUMP facilitator's manual</i> - <i>Material for WUSCs: WSP books; pictorial book about construction materials, pipes, fittings, tools; Scheme book; VMW manual. 500 copies each.</i> <p><i>FY05:</i></p> <ul style="list-style-type: none"> - <i>As per AWP</i> - <i>Planned separately as per needs</i> 			
2 Media ads and live acts	SIDS	As in AWP	Any suitable media
<p><i>FY04:</i></p> <ul style="list-style-type: none"> - <i>As per AWP 75-76 Annex 4 C3.04.</i> - <i>There are good reference ideas for material contents in 'Assessment Report on needed BCC and IEC materials for RVWRMP phase III (2016)', that should be considered when thinking about new material proposal.</i> <p><i>FY05:</i></p> <ul style="list-style-type: none"> - <i>As per AWP 76-77</i> 			
3 Participation in local events	RMSU/TSU/PSU	regular	Vis-à-vis
<p><i>As per AWP</i></p> <ul style="list-style-type: none"> - <i>Annual celebrations: National MHM Day; National Sanitation Week; Global Hand-washing Day; World Toilet Day; International Women's Day; World Water Day; 16 days campaign against women violence.</i> 			

5. Donor communication and visibility

The objective of communication and visibility towards this audience is specified in the Guidelines:

“Acknowledging the financiers and branding of the Project” (Section 3).

Furthermore, purposeful communication towards the donors and the TA provider includes timely reporting of the impacts, progress, and expenditures. For a visibility guide of the donors, please see the Donor/EU visibility guidelines of the project.

This document translates the objective to concrete targets. The targets are specified below as follows:

1. Close interaction and open communication with the partners
2. Informative, clear, and timely reporting
3. Production and publishing of other reports and materials as per donor requirements
4. Acknowledging the financiers and their visibility
5. Project visibility in outfits ect.

Action plan for meeting the set targets is as follows:

Target	Responsibility / resource	Schedule / frequency	Mode of communication
1 Close interaction with partners	TL/PSU	regular	Vis-à-vis, any suitable media
<i>FY04-05: Regular meetings and information sharing with GoN/EU/GoF representatives</i>			
2 Progress and financial reporting	TL/PSU	regular	Email, webpage
<i>FY04:</i> - <i>Semi-annual Report (2/2019)</i> <i>FY05:</i> - <i>APR (8/2019)</i> - <i>Semi-annual report (2/2020)</i>			
3 Production of materials	PSU	Continuous	Email, webpage, social media, any suitable media
<i>See Section 1 target number 1 and Section 3 target number 2.</i>			
4 Visibility	SIDS	always	Any suitable media
<i>FY04: EU visibility acknowledgement guideline produced and distributed (done).</i> <i>FY05: Follow-up of donor and project visibility</i>			

6. Expert and wider donor community

The objective of communication and visibility towards this audience is specified in the Guidelines:

“Sharing lessons learnt” (Section 1.3.).

The Guidelines do not separate expert audience and other international or wider donor audience. However, the actions towards expert and the wider donor community in Nepal differ from public audience significantly. Therefore, this document separately considers the expert and donor community.

Beyond the lessons learnt, the idea is to share information and experiences, as well as impressions and situation analysis of the sector and of the state in general. The project promotes active interaction with experts and donor community. The project uses the chances to interact with expert and donor community; actively communicating common agenda and cooperation possibility from project viewpoint.

The targets are specified below as follows:

1. Producing materials based on project experience and successful project modalities that are suitable for the donor and expert community: Available on the website and sharing in social media
2. Organisation of events, and participation and presentation of project modalities in national and international events

Action plan for meeting the set targets is as follows:

Target	Responsibility / resource	Schedule / frequency	Mode of communication
1 Project modality material for experts	PSU	continuous	Website; social media; vis-à-vis
<i>See Section 1 target number 1 and Section 3 target number 2.</i>			
FY04:			
- SBS guideline update, online and sharing; other guideline, online and sharing			
FY05:			
- Keeping the guidelines updated.			
2 Organisation of events and participation and presenting successful project modalities	TL/PSU	Separately planned	Vis-à-vis; any suitable media
FY04:			
- Breaking Code Red – A conversation on menstruation (done)			
- Consultative workshop series on MHM by MHM Practitioners' Alliance (done)			
- EU Human Rights Project Fare (done)			
- International conference on managing the commons			
FY05:			
- To be planned separately			

7. Project visibility and internal activities

The targets are specified below as follows:

1. Visibility of the project staff
2. Internal communication banks
3. Subcontractor and short-term consultancy reports

Target	Responsibility / resource	Schedule / frequency	Mode of communication
1 Visibility of the staff	SIDS	At once	internal
<i>FY04: Organising project clothing and materials with a project logo to staff</i>			
2 Internal communication banks	SIDS	At once	Internal; online cloud
<i>FY04:</i> <ul style="list-style-type: none"> - IEC BCC material proposals to be collected and materials produced. - Establishing a photo bank and a presentation material bank in a cloud service online. <i>FY05:</i> <ul style="list-style-type: none"> - Regular updating of the banks 			
3 Subcontractor and short-term consultancy reports	SIDS	At once	internal
<i>FY04: All SO annual reports and consultancy reports to be available in electronic form internally</i>			